

OVERVIEW

Ideal Client Profile

Diagnose the situation, choose a target and capture the first insight.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Paint a precise portrait of the one client you serve best, so every message, offer and session speaks to a real person instead of a crowd.

W Why this matters

Generalists compete on price; specialists get referred. When you can describe your client's Tuesday afternoon better than they can, they assume you can solve their Thursday problem too.

1 Who they are

Work here

Name, age range, city or timezone, family shape, work pattern of your ideal client.

2 Where they feel stuck

Work here

The three recurring situations that keep bringing the same pain back.

3 What they have already tried

Work here

Books, apps, advice from friends, other coaches — and why it did not hold.

4 What success looks like to them

Work here

A day-in-the-life description of their life after coaching, in their words.

5 Where they gather

Work here

Check the places this client already trusts: communities, podcasts, referrals, workplaces.

- ☐ Online communities
- ☐ Workplace or HR programs
- ☐ Referral partners
- ☐ Social media groups
- ☐ Local groups or events

R Read it back

READ-BACK

Read your profile aloud. Could a stranger pick this person out of a room? If it still sounds like 'anyone who wants growth', sharpen one layer deeper.

YOUR NEXT MOVE

Write one sentence: 'I coach [who] through [what stuck point] toward [what success looks like].' Keep it; Tool 06 will sharpen it into a positioning line.